

10-15-01

ET 444613731 US

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BKL 10/12/01 Attorney Docket Number AA-20

PATENT

10/12/01  
jc843 U.S. PTO

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

Sir:

Transmitted herewith for filing is the patent application of:

Inventor: John Chandler-Pepelnjak, Aaron Easterly

For: SYSTEM AND METHOD FOR DETERMINING INTERNET ADVERTISING STRATEGY

jc821 U.S. PTO  
09/976742  
10/12/01

Enclosed are:

- ☒ 12 pages of specification, 4 pages of claims, an Abstract and an unsigned Combined Declaration and Power of Attorney.
- ☒ 2 sheet(s) of informal drawings.
- ☒ An assignment of the invention to: Avenue A, Inc., and Recordation Cover Sheet
- ☐ A certified copy of a \_\_\_\_\_ foreign application.
- ☐ Associate Power of Attorney.
- ☐ Information Disclosure Statement including Form PTO-1449 and copies of documents listed thereon.

CLAIMS AS FILED

	# Filed		# Extra	Rate	
Basic Fee					\$740
Total claims	21	- 20 =	0	x \$ 18.00 =	18
Independent claims	3	- 3 =	0	x \$ 80.00 =	0
Total Filing Fee					\$758

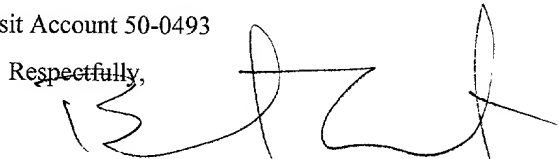
☒ Charge indicated account on attached CC payment form in the amount of \$808 to cover

☒ filing fee and

☒ assignment recordal fee (\$40.00).

☒ Charge underpayment or credit overpayment to Deposit Account 50-0493

Respectfully,



Bennet K. Langlotz,

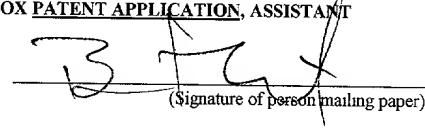
Registration No. 35,928

Date: October 12, 2001

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CERTIFICATION UNDER 37 CFR 1.10

I hereby certify that this paper and the documents referred to as being attached or enclosed herewith are being deposited with the United States Postal Service on October 12, 2001 in an "Express Mail Post Office to Addressee" envelope Mailing Label No. ET444613731US addressed to **BOX PATENT APPLICATION, ASSISTANT COMMISSIONER FOR PATENTS, WASHINGTON, D.C. 20231** by Bennet K. Langlotz

  
(Signature of person mailing paper)